

## Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /048 W

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R 201900Z MAR 75

FM AMCONSUL GUAYAQUIL

TO RICHARD J. ALLEN

GEORGIA DEPARTMENT OF COMMUNITY DEVELOPMENT

P.O. ?9/ 38097

ATLANTA, GEORGIA 30334

TEL. 406-656-3558

INFO AMEMBASSY QUITO

SECSTATE WASHDC 3314

USDOC WASHDC

UNCLAS SECTION 1 OF 2 GUAYAQUIL 490

USDOC PLEASE INFO ATLANTA DISTRICT OFFICE

E. O. 11652: N/A

TAGS: BEXP, EC

SUBJ: IV GUAYAQUIL INTERNATIONAL TRADE FAIR - US PAVILION

1. IN VIEW OF THE SUCCESSFUL GEORGIA TRADE MISSION TO GUAYAQUIL LAST FALL, AND IN VIEW OF THE INTEREST YOU EXPRESSED THEN IN A POSSIBLE GEORGIA STATE EXHIBIT IN THE US PAVILION AT THE UPCOMING IV GUAYAQUIL INTERNATIONAL TRADE FAIR, WE ARE SENDING YOU THE ESSENTIAL INFORMATION YOU WILL NEED TO DETERMINE IF THE STATE OF GEORGIA OR FIRMS IN YOUR STATE, OR BOTH TOGETHER, WILL HAVE AN EXHIBIT THIS YEAR. IN ADDITION TO THOSE MEMBERS OF YOUR MISSION, YOU MAY ALSO WISH TO CONTACT W. T. (TERRY) STAPLETON, JR OF DIXIE CANNER EQUIPMENT CO., 786 E. BORAD ST., ATHENS, GA., TEL 404-543-3686 WHO PARTICIPATED IN ANOTHER SUCCESSFUL TRADE MISSION ORGANIZED BY THE DEPARTMENT OF COMMERCE HERE IN FEBRUARY AND WHOSE PRODUCTS WERE AMONGST THOSE WHICH ATTRACTED THE MOST ATTENTION. REGRET SHORT TIME ALLOWED FOR DECISION RE PARTICIPATION (SEE BELOW). INFORMATION FOLLOWS:

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2. FAIR DIRECTOR GENERAL FERNAND

O LEBED S. HAS ASKED FOR LIST OF EXPECTED STATESIDE EXHIBITORS, INCLUDING AMOUNT OF SPACE DESIRED, BY APRIL 15, ALTHOUGH WE BELIEVE THAT HE WILL WAIT UNTIL MAY 1 FOR FINAL ANSWER IF NECESSARY. AFTER THAT HE WILL BEGIN TO COMMIT SPACE TO LOCAL DISTRIBUTORS FOR U.S. FIRMS ALREADY REPRESENTED HERE, AMONG WHICH INTEREST IS ALREADY HIGH. WE SHOULD ALSO RECEIVE AT SAME TIME 20 PERCENT DEPOSIT ON BOOTH PRICE QUOTED BELOW OR, FOR OUTSIDE EXHIBITORS, BASED ON ESTIMATED SURFACE DISPLAY AREA REQUIRED, TO ENSURE PRIORITY CONSIDERATION FOR AVAILABLE SPACE. IF RESERVATION CANNOT BE CONFIRMED, CHECK OR CHECKS WILL BE RETURNED LATER.

3. FOLLOWING IS IMPORTANT DATA FOR YOUR CONSIDERATION:

A. DATE OF FAIR: SEPTEMBER 26 - OCTOBER 12, 1975

B. PRODUCTS WE WISH TO EMPHASIZE (ALTHOUGH OTHERS WILL BE CONSIDERED): PRINTING AND GRAPHIC ARTS EQUIPMENT; BUSINESS SYSTEMS EQUIPMENT; ALL TYPES AGRICULTURAL MACHINERY AND RELATED EQUIPMENT AND SUPPLIES (INCLUDING IRRIGATION EQUIPMENT); FOOD PROCESSING AND PACKAGING MACHINERY; METALWORKING AND FINISHING EQUIPMENT; ELECTRICAL GENERATORS AND SWITCHING EQUIPMENT; FISHING AND FISH-PROCESSING EQUIPMENT; CONSTRUCTION EQUIPMENT; AND VEHICLES AND MATERIALS HANDLING EQUIPMENT FOR USE IN PORTS. OTHER MARKETABLE PRODUCTS, BUT MORE LIMITED IN POTENTIAL SALES, ARE: CHEMICAL PROCESSING EQUIPMENT (ESPECIALLY THERMOPLASTICS AND PETROCHEMICAL PROCESSING); COMPUTERS AND RELATED EQUIPMENT; AND AUTOMOBILE DIAGNOSTIC AND REPAIR EQUIPMENT.

C. PAVILION IS ONE OF TWO LARGEST ON FAIRGROUNDS AND IS IDEALLY LOCATED NEAR ENTRANCE. IT HAS 3,350 SQ. METERS OF INTERIOR SPACE AND 1,000 SQ. METERS OF EXTERIOR ADJOINING SPACE SUITABLE FOR DISPLAY OF HEAVY MACHINERY, ETC.

D. COST TO EXHIBITOR OF STANDARD 3X6 .METER INDOOR STAND IS \$1,800 (ONE THOUSAND EIGHT HUNDRED DOLLARS). THIS INCLUDES: 1) RENTAL OF FLOOR SPACE (VALUE \$18 PER SQ. METER); 2) CONSTRUCTION OF THE STAND, WITHOUT CEILING, UNCLASSIFIED

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USING LOCAL MATERIALS WITH PLYWOOD WALLS PAINTED WITH LATEX, A 4-INCH CARPETED WOODEN FLOOR, 5 POINTS OF LIGHTING; AND DECORATION OF STAND INCLUDING COMPANY'S NAME ON HEADER, 3 PANELS APPROXIMATELY 1 METER SQUARE FOR PHOTOGRAPHS (THE FAIR WILL ENLARGE 8X10 INCH PHOTOGRAPHS RECEIVED FROM THE EXHIBITOR TO 1 SQ. METER SIZE FREE-OF-CHARGE), AND 3 DISPLAY TABLES; 3) STORAGE FACILITIES FOR EMPTY CONTAINERS; 4) ELECTRICITY AND WATER CONSUMPTION;

5) CONSTRUCTION OF SANITARY FACILITIES FOR USE OF PAVILION EMPLOYEES AND EXHIBITORS; 6) CARPETED AISLES IN THE PAVILION; 7) SECURITY PERSONNEL AND CLEANING CREW; 8) DECORATION OF THE FACADE OF THE PAVILION; AND 9) A 120 SQ. METER AREA TO BE ORGANIZED BY THE CONSULATE INTO A BUSINESS INFORMATION CENTER (BIC) WITH OFFICE AND RECEPTION SPACE AND A CULTURAL EXHIBIT. THE OFFICE AND RECEPTION AREA WILL BE FOR THE USE OF EXHIBITORS.

E. ADDITIONAL DECORATION OF THE STANDS WILL BE AT EXTRA COST.

F. PAVED EXTERIOR EXHIBIT SPACE WILL BE AT \$14 (FOURTEEN DOLLARS) PER SQ. METER, INCLUDING GENERAL LIGHTING, ELECTRICITY AND WATER CONSUMPTION, SECURITY AND CLEANING SERVICES. FURTHER INSTALLATIONS OR DECORATIONS WILL BE AT THE EXHIBITOR'S EXPENSE.

G. CUSTOMS FORMALITIES ARE MINIMAL AND WILL BE HANDLED BY THE FAIR MANAGEMENT. NO IMPORT LICENSE IS REQUIRED. EXHIBITORS WILL ADVISE THE FAIR OF GOODS TO BE IMPORTED AND THE FAIR WILL IN TURN ARRANGE TO CABLE THE APPROPRIATE ECUADOREAN CONSUL TO ISSUE THE NECESSARY PAPERS. THE FAIR ITSELF WILL BE CONSIDERED A CUSTOMS ZONE. EXHIBITORS WILL HAVE SIX MONTHS FROM THE CLOSING OF THE FAIR TO DECIDE RE SALE OF GOODS LOCALLY OR RETURN SHIPMENT.

H. PAYMENTS AND CORRESPONDENCE: CHECKS SHOULD BE PAYABLE TO FERIAS S.A. DEPOSIT OF 20 PERCENT REQUESTED WITH RESERVATION IN WRITING. BALANCE DUE PRIOR TO OPENING OF FAIR. WE RECOMMEND ALL CHECKS, ESPECIALLY, BE FORWARDED THROUGH US TO FAIR MANAGEMENT FOR SPEED AND SAFETY OF DELIVERY. WE ALSO WILLING TO CHANNEL OR RECEIVE FROM NOW ON ANY OTHER CORRESPONDENCE ON BEHALF OF STATESIDE EXHIBITORS TO FAIR.

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USE FOLLOWING ADDRESS: US PAVILION, COMMERCIAL SECTION, GUAYAQUIL, DEPARTMENT OF STATE, WASHINGTON, D.C. 20520.

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NNN

MRN: 1975GUAYAQ000490 SEGMENT NUMBER: 000002 ERROR READING TEXT INDEX FILE; TELEGRAM TEXT FOR THIS SEGMENT IS UNAVAILABLE



## Message Attributes

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**Current Classification:** UNCLASSIFIED  
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**Decaption Date:** 01 JAN 1960  
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**Review Authority:** MorefiRH  
**Review Comment:** n/a  
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Margaret P. Grafeld  
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**Review Transfer Date:**  
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**TAGS:** BEXP, EC  
**To:** n/a  
**Type:** TE  
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